MASS. SS1.2: El 25

ELECTRONIC BOOKSTORE

UMASS/AMHERST
312066 0278 1036 1

GOVERNMENT DOCUMENTS COLLECTION
OCT 0 6 1993
University of Massachusetts Depository Copy

June 1993

933/289

Office of Secretary of State Michael J. Connolly

Public Information Bureau

Richard P.F. Shibley, Deputy Secretary of State

Kristen Vagos, Survey Administration, Analysis and Final Report Production

Survey design by Boston University School of Business Marketing Group

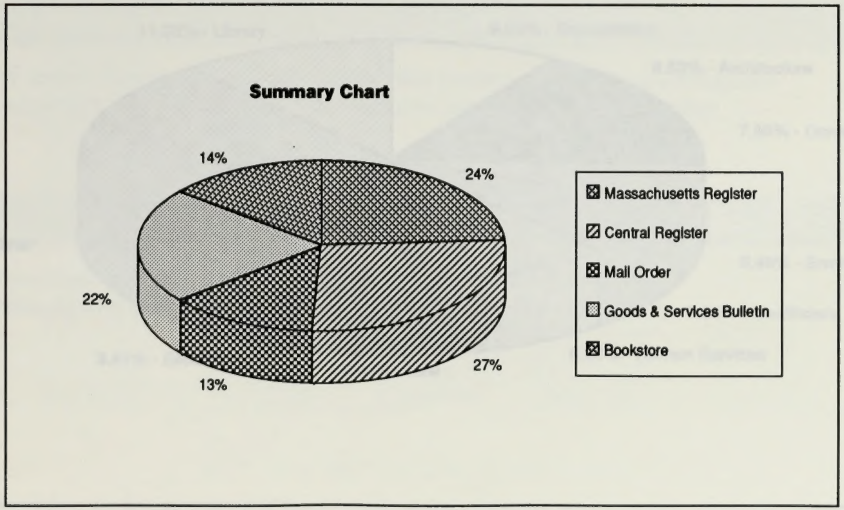
Office of Secretary of State Michael J. Connolly

One goal of the office of Secretary of State Michael J. Connolly is to provide the most accurate and current information to the public in the most convenient and efficient ways possible. There are many different ways information is disseminated to the public and we are constantly searching for new and innovative ways to improve this process.

We have undertaken this survey in order to understand the need for computerized access to the data we currently sell in the Bookstore and through subscriptions.

ELECTRONIC BOOKSTORE SURVEY

- We surveyed our Massachusetts Register, the Central Register, the Bulletin of Goods & Services, mail order customers, and walk in Bookstore customers to see what the demand is for computerized access to this information.
- We sent out 800 surveys, 200 to each group and collected 50 surveys from Bookstore customers.
- We received a total of 363 responses which is a 43% response rate.
- The survey sample was a cross-section of organizations from across the state, both public and private sector.
- The chart on the following page reveals the breakdown of responses by the five groups of subscribers.
- As seen, the greatest response came from the Central Register subscribers who comprised 27% of the total responses.



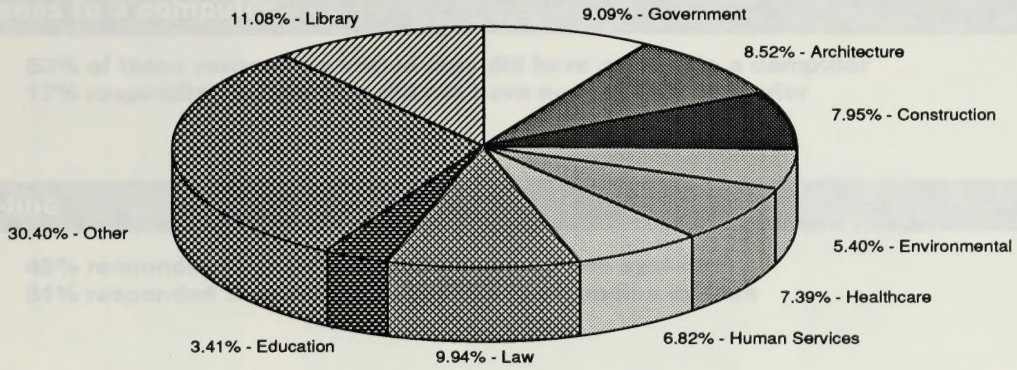
Digitized by the Internet Archive
in 2014

https://archive.org/details/electronicbookst00mass

Participants

Those responding to the survey represented a cross-section of the many different industries and organizations which subscribe and/or purchase publications available through the Office of the Secretary of State. Those answering the Other category hailed from such industries as engineering, manufacturing, hi-tech, and the financial services.

Who were our participants?



We found that...

End user

88% responding were the end users of the document
12% were not. Those responding they were not the user were mostly libraries whose endusers are the patrons of the library.

Access to a computer

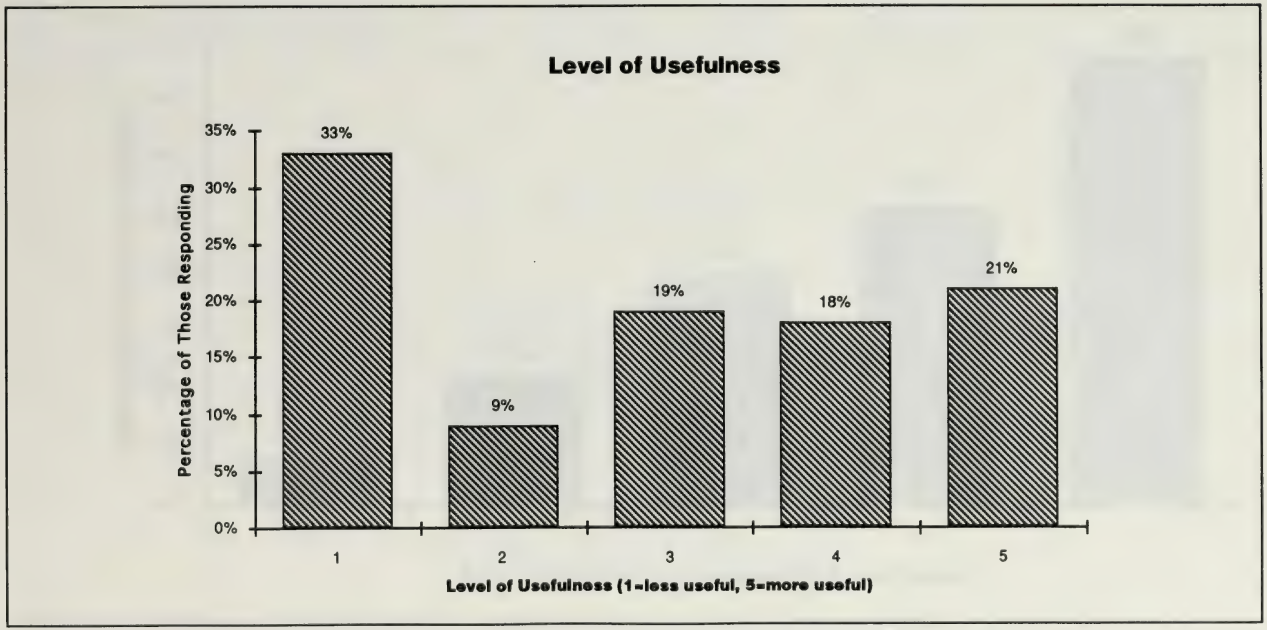
83% of those responding stated they did have access to a computer
17% responding stated they did not have access to a computer

On-line

49% responded they did subscribe to an on-line system
51% responded they did not subscribe to an on-line system

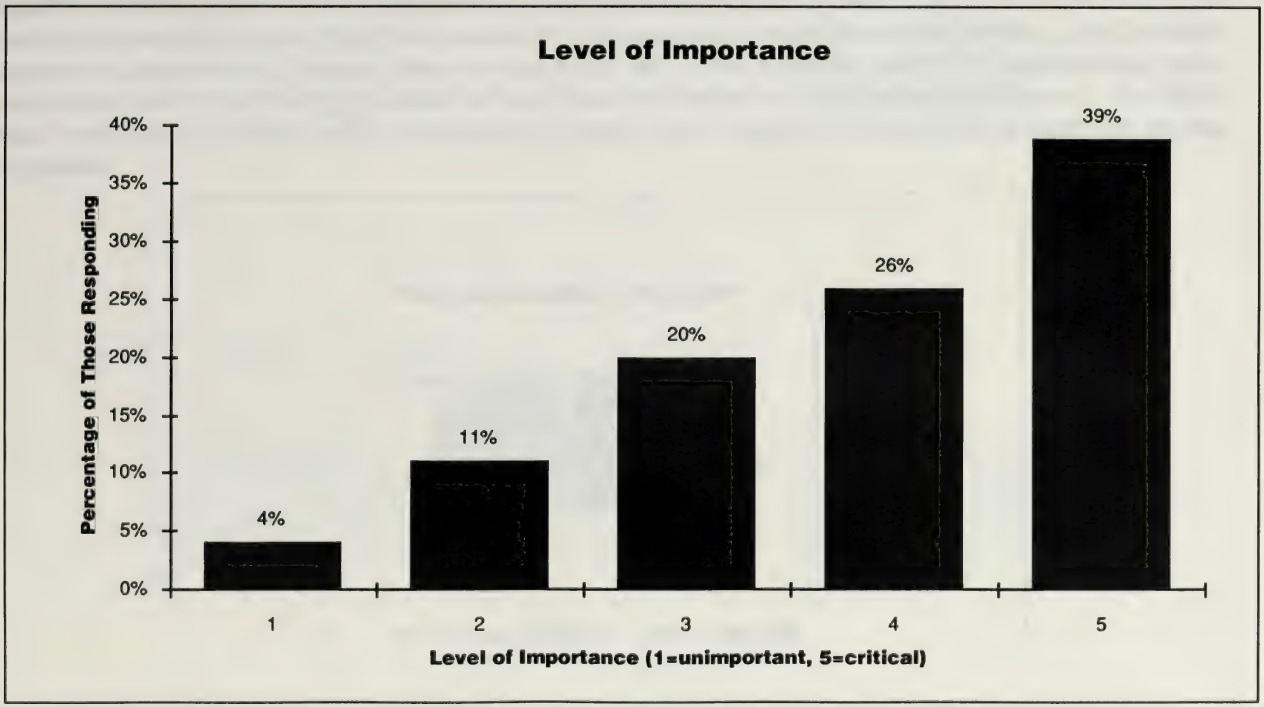
Usefulness

We asked participants to tell us how useful a computerized version of the document they purchased or subscribed to would be. This chart illustrates the responses of all participants. The charts on the following pages illustrate the responses to the question of usefulness broken down by publication type.



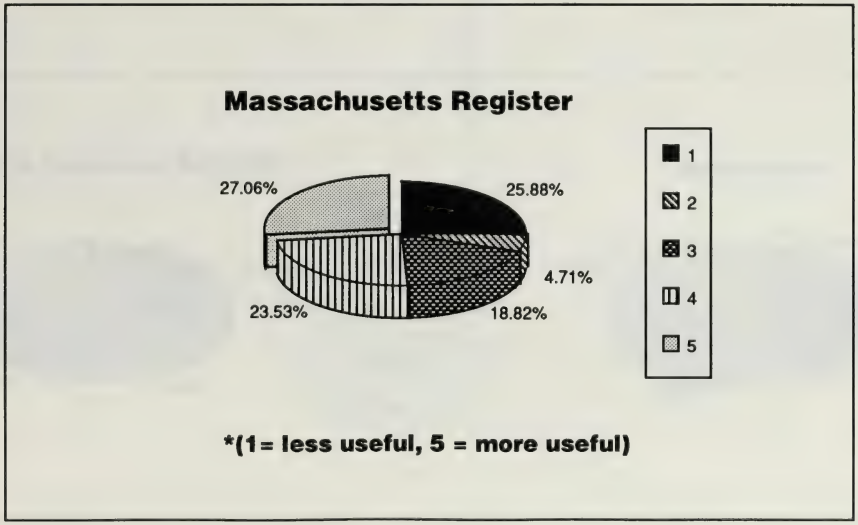
Importance

For all publications surveyed, the majority found that the most up-to-date version of the publication was critical to their organization.



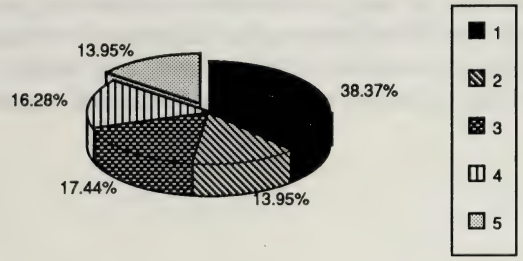
Usefulness

From the pie charts illustrating the response to the usefulness of a computerized version of the data, we found that there is a definite interest in obtaining computerized versions of the publications now purchased on paper from the Office of the Secretary of State. The majority of Massachusetts Register subscribers and Bookstore customers stated that a computerized version of the documents they purchase would be more useful. For Central Register subscribers, those who chose four and five on the scale of usefulness only comprised a total of thirty percent of the Central Register subscriber response. For Mail Order customers, those who chose four and five also comprised only thirty percent of the response.

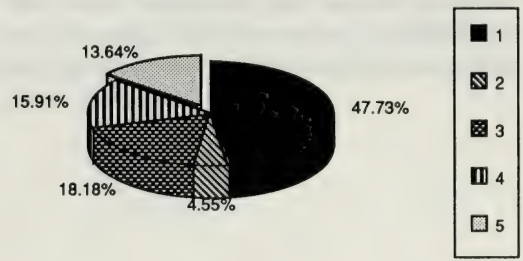


Usefulness

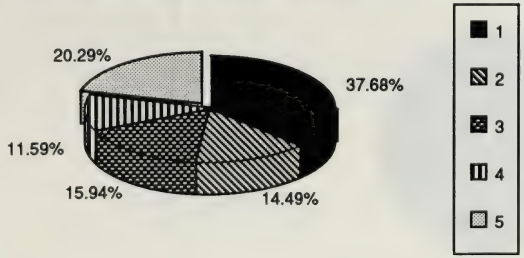
Central Register



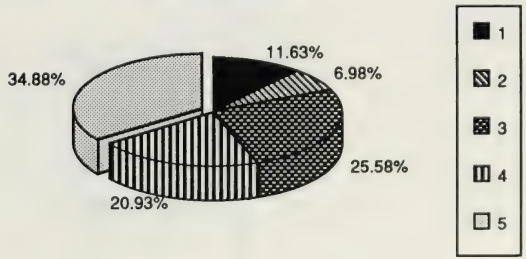
Mail Order



Goods & Services Bulletin

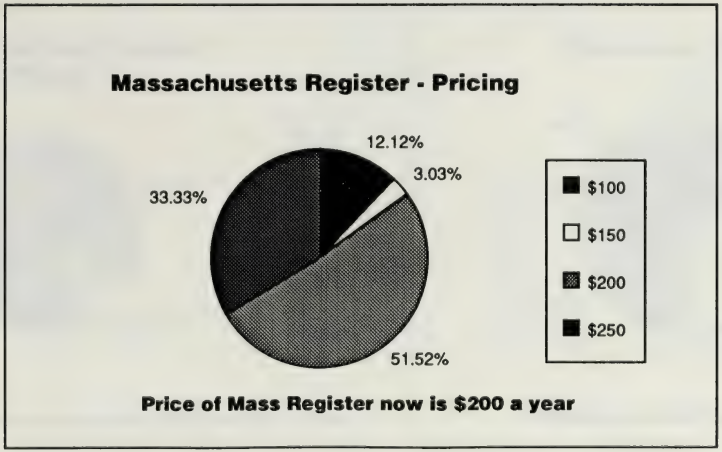


Bookstore



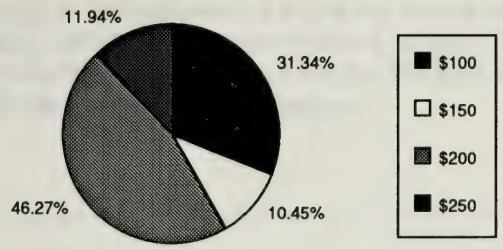
Pricing

We surveyed each publication type to get an idea of the most a subscriber would pay for computerized access to the publications they purchase through the Secretary of State's Office. Since the prices of the documents vary according to the particular publication, the price range for each group surveyed is particular to that group.



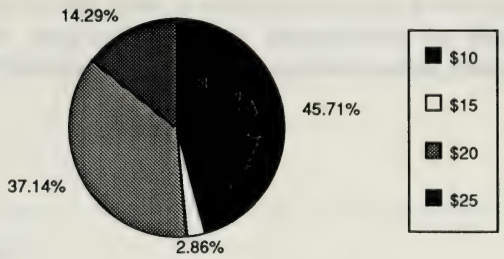
Pricing

Central Register - Pricing



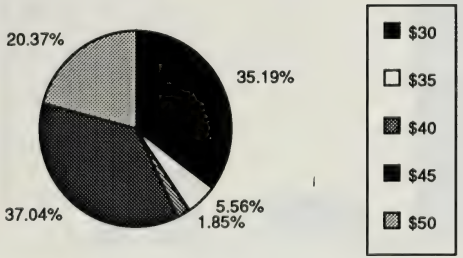
The price of the Central Register is $200 a year

Mail Order - Pricing



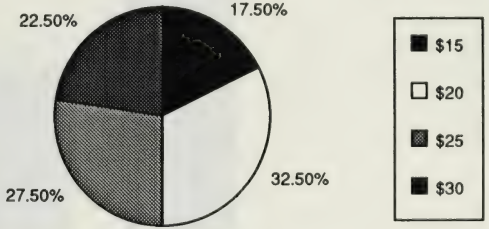
Average price of a document is $20

Goods & Services Bulletin - Pricing



Price of Goods & Services Bulletin is now $45 a year

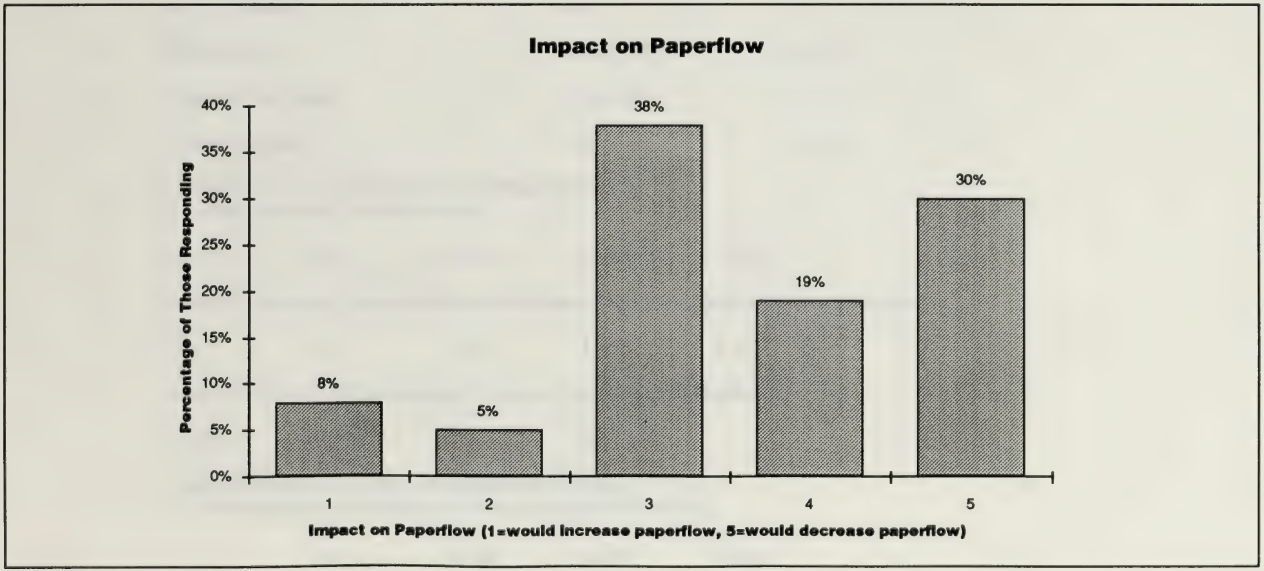
Bookstore - Pricing



Average price of the document is $20

Paperflow

The majority of respondents from all those surveyed found that a computerized version of the publication they purchased would have no impact on the paperflow in the organization. Many responded that although a computerized version would be useful, they would still like a printout on paper.



Massachusetts Register

Total of 88 responses

1. Type of company/firm/institution represented

Government	18
Architecture	0
Construction	0
Environment	7
Healthcare	5
Human Services	1
Law	28
Education	4
Other	17
Library	8

2. End-user — yes = 75 — no = 13

3. Access to computer — yes = 76 — no = 12

4. On-line services — yes = 59 — no = 28

5. Usefulness of computerized version of Mass Register
(1 = less useful and 5 = more useful)

1 = 22 2 = 4 3 = 16 4 = 20 5 = 23

6. Importance of using most current version of Mass Register in organization's daily operations

1 = 2 2 = 6 3 = 17 4 = 23 5 = 39

7. Most willing to pay for computerized version of Massachusetts Register

$100 = 8 $150 = 2 $200 = 34 $250 = 22

8. Impact of computerized Mass Register on paperflow
(1= would increase paper flow and 5= would decrease paperflow)

1= 4 2 = 0 3 = 28 4 = 16 5 = 25

Central Register

Total of 99 responses

1. Type of company/firm/institution represented

Government	7
Architecture	23
Construction	15
Environment	4
Healthcare	0
Human Services	0
Law	2
Education	0
Other	26
Library	22

2. End-user — yes = 76 — no = 19

3. Access to computer — yes = 81 — no = 9

4. On-line services — yes = 28 — no = 62

5. Usefulness of computerized version of the Central Register
(1 = less useful and 5 = more useful)

1 = 33 2 = 11 3 = 15 4 = 14 5 = 11

6. Importance of using most current version of the Central Register in organization's daily operations
(1 = less useful and 5 = more useful)

1 = 5 2 = 10 3 = 19 4 = 22 5 = 33

7. Most willing to pay for a computerized version of the Central Register

$100 = 21 $150 = 7 $200 = 31 $250 = 8

8. Impact of a computerized Central Register on paperflow
(1= would increase paper flow and 5= would decrease paperflow)

1 = 8 2 = 6 3 = 29 4 = 12 5 = 26

Mail Order Survey

Total of 47 responses

1. Type of company/firm/institution represented

Government	3
Architecture	1
Construction	3
Environment	2
Healthcare	8
Human Services	7
Law	2
Education	6
Other	15
Library	0

2. End-user — yes = 47 — no = 0

3. Access to computer — yes = 36 — no = 11

4. On-line services — yes = 23 — no = 23

5. Usefulness of computerized version of the document ordered
(1 = less useful and 5 = more useful)

1 = 21 2 = 2 3 = 8 4 = 7 5 = 6

6. Importance of using most current version of the document in organization's daily operations
(1 = less useful and 5 = more useful)

1 = 3 2 = 6 3 = 7 4 = 12 5 = 19

7. Most willing to pay for computerized version of document

$10 = 16 $15 = 1 $20 = 13 $25 = 5

8. Impact of computerized document on paperflow

1 = 3 2 = 6 3 = 14 4 = 6 5 = 9

Goods & Services Bulletin

Total of 79 responses

1. Type of company/firm/institution represented

Government	2
Architecture	0
Construction	2
Environment	3
Healthcare	10
Human Services	13
Law	0
Education	1
Other	36
Library	10

2. End-user yes = 66 no = 12

3. Access to computer yes = 58 no = 15

4. On-line services yes = 34 no = 39

5. Usefulness of computerized version of Goods & Services Bulletin
(1 = less useful and 5 = more useful)

1 = 26 2 = 10 3 = 11 4 = 8 5 = 14

6. Importance of using most current version of Goods & Services Bulletin in organization's daily operations
(1 = less useful and 5 = more useful)

1 = 4 2 = 12 3 = 21 4 = 20 5 = 15

7. Most willing to pay for computerized version of the Goods & Services Bulletin

$30 = 19 $35 = 3 $40 = 1 $45 = 20 $50 = 11

8. Impact of computerized Goods & Services Bulletin on paperflow
(1= would increase paper flow and 5= would decrease paperflow)

1 = 8 2 = 3 3 = 21 4 = 10 5 = 22

Bookstore

Total of 50 responses

1. Type of company/firm/institution represented

Government	3
Architecture	6
Construction	8
Environment	4
Healthcare	3
Human Services	3
Law	3
Education	2
Other	13
Library	0

2. End-user yes = 48 no = 0

3. Access to computer yes = 37 no = 11

4. On-line services yes = 22 no = 24

5. Usefulness of computerized version of the document
(1 = less useful and 5 = more useful)

1 = 5 2 = 3 3 = 12 4 = 9 5 = 16

6. Importance of using most current version of the document in organization's daily operations
(1 = unimportant and 5 = important)

1 = 1 2 = 2 3 = 4 4 = 11 5 = 26

7. Most willing to pay for computerized version of the document

$15 = 7 $20 = 13 $25 = 11 $30 = 9

8. Impact of computerized Bookstore data on the paper flow
(1= would increase paper flow and 5= would decrease paperflow)

1 = 2 2 = 0 3 = 19 4 = 11 5 = 7

Perceived Benefits

We asked participants to describe to us what they perceived as the benefits of having the documents they purchase or subscribe to in computerized form. The most popular responses included current or up-to-date data, the speed at which they could access the data, the ease with which they could retrieve the data, the ability to search through the data, the fact that it would take less paper and storage room, and the accuracy of the data. A number of people commented that if the Massachusetts Register were on-line, it would save them a great deal of staff time usually donated to filing and updating the CMR.

Other perceived benefits stated were a clear, legible layout and the fact that with computerized access, subscribers would not suffer due to delays in the mail or the arrival of damaged documents.

Fourteen percent of those who responded found their would be no benefit to computerized access to the documents they purchase from the Office of the Secretary of State. One concern expressed by a number of respondents was the fact that they still would like paper copy available.